



WDAF-TV

ORDER

Print Date 10/22/12

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Flight Dates 10/22/12-10/29/12

REVISION

Order Sep 00:15:00

Contract / Revision 556988 /

Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012
Alt Order #

Original Date / Revision
06/26/12 10/22/12

Agency Com 15%
Billing Contact Suzanne Lorimer

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes SP-POL CAN POL

Advertiser McCaskill/D/MO/US Senate

1580 Lincoln Street
Suite 510
Denver, CO 80203

Product Codes PL1Bb
Priority DEFAULT
Advertiser Ref

Agency Media Strategies & Research

Buying Contact

Sales Office L-KC
Sales Region LOC
Agency Ref

11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

Primary Account Executive
Local WDAF House

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Local WDAF House | 100% | | |
| Jeannie Blau | % | | |

Order Share 20% Market Value 355500

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 30% | 106650 |
| KCWE | % | 0 |
| KMBC | 30% | 106650 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 20% | 71100 |
| KSMO | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 105 | \$54,187.50 | \$63,750.00 | 0.00 | 10/01/12 | 10/28/12 | 105 | \$54,187.50 | \$63,750.00 |
| November 2012 | 18 | \$6,247.50 | \$7,350.00 | 0.00 | 10/29/12 | 10/29/12 | 18 | \$6,247.50 | \$7,350.00 |
| Totals | 123 | \$60,435.00 | \$71,100.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|----|-------------------|-----------------|--------------------------|--------|----------------|-------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | 4 | 10/23/12 | 10/29/12 | M-F 5-530a M-F 5-530a | CM-All | 5-530a | ----- | :30 | 0 | \$200.00 | 3 | 0.00 | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -1111-- | | | | | 4 | \$200.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| N 2 | 4 | 10/23/12 | 10/29/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | ----- | :30 | 0 | \$300.00 | 2 | 0.00 | NM | 5 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -1111-- | | | | | 4 | \$300.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| N 3 | 4 | 10/23/12 | 10/29/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ----- | :30 | 0 | \$600.00 | 2 | 0.00 | NM | 10 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



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Contract / Revision

556988

Flight Dates 10/22/12-10/29/12

Hiatus Dates

Original Date / Revision 06/26/12/ 10/22/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|----|-------------------|-----------------|--------------------------------|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | 4 | 10/23/12 | 10/29/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ----- | :30 | 0 | \$600.00 | 2 | 0.00 | NM | 10 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -2222-- | | | | | 8 | \$600.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | 2----- | | | | | 2 | \$600.00 | | 0.00 | | | |
| N 4 | 4 | 10/23/12 | 10/29/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | ----- | :30 | 0 | \$375.00 | 3 | 0.00 | NM | 10 | \$3,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -2222-- | | | | | 8 | \$375.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | 2----- | | | | | 2 | \$375.00 | | 0.00 | | | |
| N 5 | 4 | 10/27/12 | 10/27/12 | Sa 7-9a Sa 7-9a | CM-All | Sa 7-9a | -----1- | :30 | 1 | \$300.00 | 3 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----1- | | | | | 1 | \$300.00 | | 0.00 | | | |
| N 6 | 4 | 10/28/12 | 10/28/12 | Su 7-9a Su 7-9a | CM-All | Su 7-9a | ----- | :30 | 0 | \$300.00 | 2 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$300.00 | | 0.00 | | | |
| N 7 | 4 | 10/23/12 | 10/29/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | 11-1--- | :30 | 3 | \$200.00 | 3 | 0.00 | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -1-1--- | | | | | 2 | \$200.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| N 8 | 4 | 10/23/12 | 10/29/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | 1-1-1-- | :30 | 3 | \$100.00 | 3 | 0.00 | NM | 3 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | --1-1-- | | | | | 2 | \$100.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 9 | 4 | 10/23/12 | 10/23/12 | M-F 11-1130a M-F 11-1130a | CM-All | 11-1130a | -1----- | :30 | 1 | \$100.00 | 3 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -1----- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 10 | 4 | 10/25/12 | 10/25/12 | M-F 1130a-12p M-F 1130a-12p | CM-All | 1130a-12p | ---1--- | :30 | 1 | \$100.00 | 3 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 11 | 4 | 10/29/12 | 10/29/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | 1----- | :30 | 1 | \$200.00 | 3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| N 12 | 4 | 10/24/12 | 10/24/12 | M-F 1-2p M-F 1-2p | CM-All | 1-2p | --1---- | :30 | 1 | \$100.00 | 3 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 13 | 4 | 10/25/12 | 10/25/12 | M-F 2-3p M-F 2-3p | CM-All | 2-3p | ---1--- | :30 | 1 | \$100.00 | 3 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$100.00 | | 0.00 | | | |
| N 14 | 4 | 10/23/12 | 10/29/12 | M-F 3-4p M-F 3-4p | CM-All | 3-4p | ----- | :30 | 0 | \$100.00 | 3 | 0.00 | NM | 10 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -2222-- | | | | | 8 | \$100.00 | | 0.00 | | | |



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Flight Dates 10/22/12-10/29/12

Hiatus Dates

Original Date / Revision 06/26/12/ 10/22/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

| | | | | | | | | | | | | | | Totals | |
|------------------------------|-----------|-------------------|-----------------|--------------------------|-----------------------|----------------|-----------------|---------------|-------------------|--------------|-----|---------------|-------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 14 | 4 | 10/23/12 | 10/29/12 | M-F 3-4p M-F 3-4p | CM-All | 3-4p | ----- | :30 | 0 | \$100.00 | 3 | 0.00 | NM | 10 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 2----- | | | | | 2 | \$100.00 | | 0.00 | | | |
| N 15 | 4 | 10/23/12 | 10/29/12 | M-F 4-5p M-F 4-5p | CM-All | 4-5p | ----- | :30 | 0 | \$250.00 | 3 | 0.00 | NM | 10 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -2222-- | | | | | 8 | \$250.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 2----- | | | | | 2 | \$250.00 | | 0.00 | | | |
| N 16 | 4 | 10/23/12 | 10/29/12 | M-F 5-6p M-F 5-6p | CM-All | 5-6p | ----- | :30 | 0 | \$600.00 | 2 | 0.00 | NM | 9 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1222-- | | | | | 7 | \$600.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 2----- | | | | | 2 | \$600.00 | | 0.00 | | | |
| N 17 | 4 | 10/23/12 | 10/29/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | ----- | :30 | 0 | \$900.00 | 2 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | | 4 | \$900.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N 18 | 4 | 10/27/12 | 10/27/12 | Sa 5-6p Sa 5-6p | CM-All | 5-6p | -----1- | :30 | 1 | \$250.00 | 2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1- | | | | | 1 | \$250.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | 4 | 10/22/12-10/28/12 | | Sa 5-6p | 5-6p | | -----Sa-- | :30 | | (\$250.00) | | 0.00 | NM | | |
| See MG 18.2 | | | | | | | | | | | | | | | |
| [Program Change] | | | | | | | | | | | | | | | |
| 2 | 4 | 10/22/12-10/28/12 | | Su 5-6p | 5-6p | | -----Su | :30 | | \$250.00 | | 0.00 | NM | | |
| Ⓜ MG for 18.1 10/27 | | | | | | | | | | | | | | | |
| N 19 | 4 | 10/23/12 | 10/29/12 | M-F 630-7p M-F 630-7p | CM-All | 630-7p | ----- | :30 | 0 | \$2,200.00 | 2 | 0.00 | NM | 5 | \$11,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | | 4 | \$2,200.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | 4 | 10/22/12-10/28/12 | | M-F 630-7p | 630-7p | | -TWThF---- | :30 | | (\$2,200.00) | | 0.00 | NM | | |
| See MG 19.7 | | | | | | | | | | | | | | | |
| [na due postseason baseball] | | | | | | | | | | | | | | | |
| 3 | 4 | 10/22/12-10/28/12 | | M-F 630-7p | 630-7p | | -TWThF---- | :30 | | (\$2,200.00) | | 0.00 | NM | | |
| See MG 19.6 | | | | | | | | | | | | | | | |
| [na due postseason baseball] | | | | | | | | | | | | | | | |
| 6 | 4 | 10/23/12-10/23/12 | | M-F 630-7p | 630-7p | | -T----- | :30 | | \$2,200.00 | | 0.00 | NM | | |
| Ⓜ MG for 19.3 10/25 | | | | | | | | | | | | | | | |
| 7 | 4 | 10/26/12-10/26/12 | | M-F 630-7p | 630-7p | | -----F---- | :30 | | \$2,200.00 | | 0.00 | NM | | |
| Ⓜ MG for 19.2 10/24 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$2,200.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 5 | 4 | 10/29/12-11/04/12 | | M-F 630-7p | 630-7p | | M----- | :30 | | (\$2,200.00) | | 0.00 | NM | | |
| See MG 19.8 | | | | | | | | | | | | | | | |
| [WORLD SERIES] | | | | | | | | | | | | | | | |
| 8 | 4 | 10/26/12-10/26/12 | | M-F 630-7p | 630-7p | | -----F---- | :30 | | \$2,200.00 | | 0.00 | NM | | |
| Ⓜ MG for 19.5 10/29 | | | | | | | | | | | | | | | |
| N 21 | 4 | 10/23/12 | 10/23/12 | | CM-All | 7p-8p | -1----- | :30 | 1 | \$1,800.00 | 3 | 0.00 | NM | 0 | \$0.00 |



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Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

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| | | | | | | | | | | | | | | Totals | |
|--|-----------|-------------------|-----------------|--------------------|--------|-----------------------|------------------------|---------------|-------------------|--------------|-----|---------------|-------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| Tuesday Prime A | | | | | | | | | | | | | | | |
| FOX Prime Tuesday 7-8p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1----- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | 4 | 10/22/12-10/28/12 | | Tuesday Prime A | | 7p-8p | -T----- | :30 | | (\$1,800.00) | | 0.00 | NM | | |
| See MG 22.2,22.3 | | | | | | | | | | | | | | | |
| [PROGRAM CHANGE..XFACTOR NOW AIRING 7-9P TUES 10/23..GET SPOTS REVISED ASAP] | | | | | | | | | | | | | | | |
| N22 | 4 | 10/23/12 | 10/23/12 | Tuesday Prime B | CM-All | 8p-9p | -1----- | :30 | 1 | \$2,000.00 | 3 | 0.00 | NM | 2 | \$3,800.00 |
| FOX Prime Tuesday 8-9p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1----- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | 4 | 10/22/12-10/28/12 | | Tuesday Prime B | | 8p-9p | -T----- | :30 | | (\$2,000.00) | | 0.00 | NM | | |
| See MG 22.2,22.3 | | | | | | | | | | | | | | | |
| [PROGRAM CHANGE..XFACTOR NOW AIRING 7-9P TUES 10/23..GET SPOTS REVISED ASAP] | | | | | | | | | | | | | | | |
| 2 | 4 | 10/23/12-10/23/12 | | X Factor Tuesday | | 657p-931p | (8:00 PM-8:30 P-T----- | :30 | | (\$2,000.00) | | 0.00 | NM | | |
| (M) See MG 22.4,22.5 | | | | | | | | | | | | | | | |
| [XFACTOR AIRING 830-930P OTO 10/23...SPOTS NEED TO BE REVISED TO PROPER TP.] | | | | | | | | | | | | | | | |
| 3 | 4 | 10/23/12-10/23/12 | | X Factor Tuesday | | 657p-931p | (7:00 PM-8:00 P-T----- | :30 | | (\$1,800.00) | | 0.00 | NM | | |
| (M) See MG 22.4,22.5 | | | | | | | | | | | | | | | |
| [XFACTOR AIRING 830-930P OTO 10/23...SPOTS NEED TO BE REVISED TO PROPER TP.] | | | | | | | | | | | | | | | |
| 4 | 4 | 10/23/12-10/23/12 | | Tuesday Prime A | | 7p-8p | -T----- | :30 | | \$1,800.00 | | 0.00 | NM | | |
| (M) MG for 22.3,22.2 | | | | | | | | | | | | | | | |
| 5 | 4 | 10/23/12-10/23/12 | | X Factor Tuesday | | 657p-931p | (8:30 PM-9:30 P-T----- | :30 | | \$2,000.00 | | 0.00 | NM | | |
| (M) MG for 22.3,22.2 | | | | | | | | | | | | | | | |
| N23 | 4 | 10/26/12 | 10/26/12 | Friday Prime A | CM-All | 7p-8p | ----1-- | :30 | 1 | \$1,000.00 | 2 | 0.00 | NM | 1 | \$1,000.00 |
| FOX Prime Friday 7-8p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----1-- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N24 | 4 | 10/26/12 | 10/26/12 | Friday Prime B | CM-All | 8p-9p | ----1-- | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 |
| FOX Prime Friday 8-9p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----1-- | | | | | 1 | \$800.00 | | 0.00 | | | |
| N25 | 4 | 10/23/12 | 10/29/12 | M-F 9-10p | CM-All | 9-10p | ----- | :30 | 0 | \$1,200.00 | 2 | 0.00 | NM | 5 | \$6,000.00 |
| M-F 9-10p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | | 4 | \$1,200.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| N26 | 4 | 10/23/12 | 10/26/12 | M-F 10-1030p | CM-All | 10-1030p | -11-1-- | :30 | 3 | \$1,200.00 | 3 | 0.00 | NM | 3 | \$3,600.00 |
| M-F 10-1030p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -11-1-- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| N27 | 4 | 10/23/12 | 10/29/12 | M-F 1030-1102p | CM-All | 1030-1102p | 11111-- | :30 | 5 | \$400.00 | 3 | 0.00 | NM | 5 | \$2,000.00 |
| M-F 1030-1102p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | | 4 | \$400.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$400.00 | | 0.00 | | | |
| N28 | 4 | 10/28/12 | 10/28/12 | Su 10-1030P | CM-All | 10-1030p | -----1 | :30 | 1 | \$1,200.00 | 3 | 0.00 | NM | 1 | \$1,200.00 |
| Su 10-1030p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$1,200.00 | | 0.00 | | | |

ALL TO SKEB

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|--|----------------------------|
| Station and Location: WDAF-TV Kansas City | Date: 10/18/2012 |
|--|----------------------------|

I, Media Strategies and Research,

being/on behalf of: Claire McCaskill, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|--------------------------|----------------------------------|------|--------------------------|----------------|-----------------|
| SEE ATTACHED SCHEDULE | | | | | |
| Date of First Broadcast: | | | Date of Last Broadcast: | | |
| Monday, October 22, 2012 | | | Sunday, October 28, 2012 | | |

Total Charges: \$7,900.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

McCaskill for Missouri 2012

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Michelle Sherod

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, October 18, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title